

Fall 1966

Herald of Truth Magazine: Fall

Herald of Truth

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John Allen Chalk: Meeting Today's Crises . . . The Role of Radio In Religion

FALL 1966

Herald of Truth

M A G A Z I N E

Reception: Herald of Truth The Pace of Progress

"The new color programs are good. If they weren't, we wouldn't run them." The man speaking succinctly is Norvell Slater, Public Service Director of WFAA-TV in Dallas, one of the nation's largest television stations. WFAA-TV recently added the Herald of Truth television program to its regular schedule, and Slater admits that the quality of the films was a primary factor in their decision to do so.

"We audition each episode before it goes on the air. The singing is great — the color is good — Bob (Holton) is perfect, and the speaker (Batsell Barrett Baxter) ... marvelous!"

Mr. Slater's comments generally summed up the reaction of a cross section of television station personnel interviewed about the new programs. Without exception, those queried felt the new color programs upgraded their station's religious broadcast segment.

Bill Guilford, Director of Community Relations for KOCO-TV in Oklahoma City, said, "We've received letters every day about the new program. We think it's considerably improved."

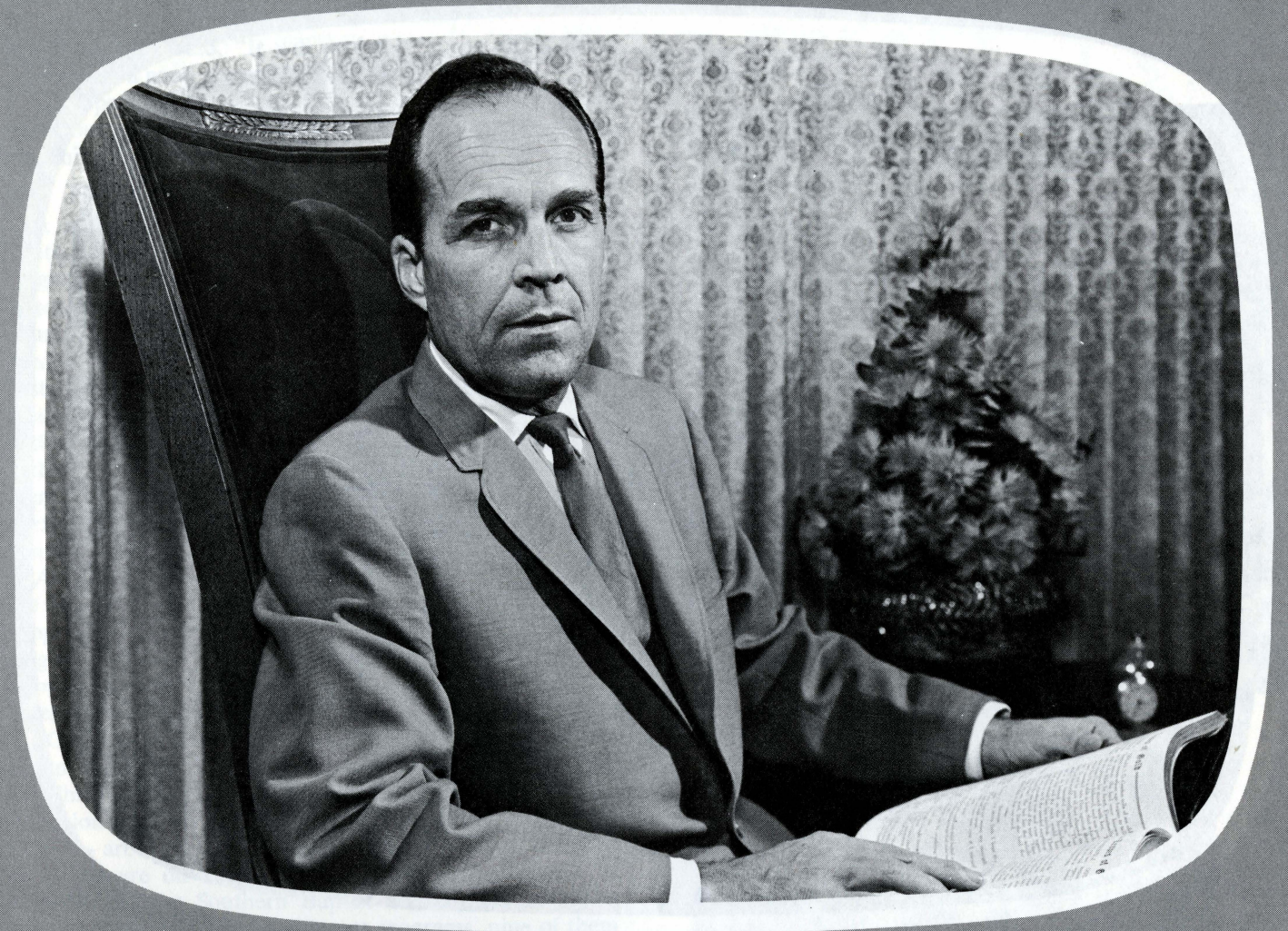
A program director for a California station, when asked if availability in color affected his decision to run the Herald of Truth series, replied, "Of course; we've just invested nearly half a million dollars in color transmission equipment — we can't afford to run black and white programs any more."

"We have a strict policy that says we can't run a series for any religious faith more than 13 weeks at a time," he said. "We have just finished 13 weeks of the Herald of Truth, but I guarantee that I'm going to schedule it again just as soon as I possibly can."

Full-scale, production of the television series in color does indeed seem to be the key that has unlocked the film vaults of television stations throughout the United States. For the first time stations are literally asking to run the program free of charge. Major viewing areas across the country are opening up — areas that heretofore were considered prohibitively expensive, or simply unattainable.

Stations are spending millions of dollars for new color cameras, color film-chains and color transmitters, and they cannot afford to let them be idle. The ultimate desire of every station is full-color programming from sunup to sign-off, and this includes the time set aside for religious broadcasting.

Literally hundreds of thousands of dollars worth of free air time has been made available to the Herald of Truth



THE RAPID RISE OF...

television series during the past few weeks. New stations are added almost daily. Stations from WITA-TV, in San Juan, Puerto Rico, to CESM-TV, Thompson, Manitoba, Canada, have requested to begin the programs.

Although the count changes daily, the program is now being shown on 148 television stations. At the present rate of growth, this number could exceed 200 stations by the end of the year. The top entertainment program, Bonanza, is seen on 198 stations each week, and the Herald of Truth program may exceed that number this year. One of those working with the program recently stated, "There are only 100 viewing areas in the United States that don't see the Herald of Truth, and we'll be in those before very much longer."

How many viewers are reached by these 148 TV sta-

tions? "We don't know," a program worker commented. "We're adding stations so fast our researchers haven't been able to keep up with our scheduling. Then you must consider the additional Community Antenna (cable) audiences — we know that we are carried into more than 220 communities by this method. Add to this the fact that most television audiences are calculated on the basis of primary viewing areas — the area immediately surrounding the transmitter — and that the viewers living 30 or 40 miles away, who in fact do watch the station, are not taken into consideration."

RADIO AUDIENCE INCREASE

Although there is no new technological impetus in radio, such as that which color gives to television, the Herald of Truth radio program continues an astounding growth.

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W. F. Cawyer, Editor • Volume XIV, Number 6.



...COLOR!

Nearly 500 stations, from Washington, D.C., to Walla Walla; Blind River, Ontario, to Pembroke, Bermuda, carry the weekly program. Two major radio networks, Mutual and ABC, carry the Herald of Truth programs. The ABC network has added a second network "feed" within the last year.

Outside the North American Continent, strategic stations beam the program to major portions of the free world. Radio London, with its powerful 50,000-watt

medium wave transmitter, covers all of England and parts of Western Europe. More than 50 million people are within reach of this one station alone. Radio Scotland, a giant 20,000-watt outlet, has a potential audience of 12 million persons in Scotland and Ireland. Add to these stations a new transmitter in Enugu, Nigeria, that currently is broadcasting with 500,000 watts of power and will be boosted to one million watts in the near future.

The American engineer in charge of the installation of

this transmitter said, "It will probably cover all of West Africa plus a good part of the African Continent!"

Less spectacular, perhaps, but effective nevertheless, are numerous stations now carrying the program in Australia, the Philippine Islands and Liberia.

FOREIGN-LANGUAGE BROADCASTS BEGUN

A new phase of worldwide evangelism for Herald of Truth was begun with the advent early this year of Spanish-language broadcasting. Juan Monroy, leader of a Spanish restoration movement that came to the attention of the churches of Christ through the New York World's Fair exhibit, is now making regular Spanish-language broadcasts over Radio Luxembourg, another giant broadcast facility. This powerful voice beams programs into Spain and nearby countries, adding millions more to the number within the reach of Herald of Truth programs. To supplement this work, radio station XEXW in Nogales, Sonora, Mexico, also broadcasts these programs to the millions of Spanish-speaking individuals in North America.

According to Wally Bullington, program coordinator for the Herald of Truth, the foreign-language concept for the program is almost unlimited. "When you consider that English is spoken by fewer than 15 percent of the world's population, you can understand why we felt it necessary to enter this field.

"Our growth seems pretty small, compared to what other groups are doing," Bullington said. "The Catholics, with the Christopher programs, are on a total of 2,800 radio and television stations. The second-ranking group — the Lutherans — are on about 2,100 stations. Christian Scientist programs are on about 1,000 stations. Our neighbor in Fort Worth, the Southern Baptist Radio and Television Commission, produces 24 different programs, nine of them in foreign languages. They are on 1,776 stations in all 50 states and in 39 foreign countries. When you put the Herald of Truth program's 650 stations in 48 states and 14 countries against that, you can see that we have just begun in this area of mass evangelism."

C



A



B



A) Color equipment costs soar over black and white. "Color gear investments now total more than the original price of the station," a Texas program director stated. B) A color film chain is usually the first color purchase. This prime component makes possible Herald of Truth color programming. C) Color transmission units are literally four times more complicated than black and white. Four cameras separate the color signals for telecasting, and the home receiver "unscrambles" the picture for viewing.

EFFECTIVENESS KEYS EXPANSION

AFRICAN MILESTONE

Herald of Truth radio programs have marked a major milestone in broadcast evangelism on the continent of Africa. During September, the programs completed five years of weekly broadcasting on station ENBS in Enugu, Nigeria.

ENBS broadcasts of Herald of Truth programs have provided a tremendously effective voice for the growing church in Africa, according to Dayton Keesee, a missionary in Nigeria.

Bill Curry, a missionary in Enugu, has written, "The Herald of Truth is proving an undergirding and strengthening of our evangelistic efforts.

"Two days ago I got a letter from a high official in the Nigerian Ministry of Lands and Survey. He is the man we have been dealing with on our applications for land for a church building and a Bible training college (school) site. As a result of our discussions, he has permitted us to enroll him in a Bible correspondence course which we offer in Nigeria."

Curry described a letter from Kaduna, Nigeria, as "... evidence of the great good being done by the Herald of Truth in Nigeria. It is impossible for any of the missionaries (now) on the field to preach in Kaduna, which is hundreds of miles to the North and the capital of the northern provinces. It is deep inside the Hausa Moslem domains."

Audience and interest have steadily grown throughout the five-year history of the Nigerian broadcasts on ENBS.

But present effectiveness will probably multiply soon. Within the next few weeks, ENBS will double its transmitting power to 1 million watts! A recent power increase boosted ENBS from 10,000 watts to 500,000 watts. The new 1 million-watt station will become known as "All Nigeria Radio."

"I'm told only one station in the world will be more powerful," said missionary Curry. "The station is testing its new transmitter, and from these tests they know it is being heard in Ghana and in the Cameroons and throughout Nigeria itself."

A new contract to continue the broadcasts was signed in August by Curry. Outreach for the station — and the Herald of Truth programs — will be dramatically expanded with the power boost. Effective listening range with the increased wattage will include all of western Africa, according to station officials.

LIBERIAN IMPACT

African broadcasts of the Herald of Truth programs are finding receptive audiences not only in Nigeria but in Liberia as well. Station ELBC in Monrovia, Liberia, presents the program each Sunday afternoon at 4:30, and though no missionaries of churches of Christ are presently in Liberia, reception to the radio messages has revealed great interest in New Testament Christianity.

Eugene Peden, minister of the Lawrence Avenue Church of Christ in Nashville, Tennessee, visited Liberia last spring following a mission effort in Sierra Leone. Peden altered his plans to return to the United States to meet several Liberians who had been listening to the Herald of Truth programs and wished to discuss Christianity.

"I spent two days in Monrovia, studying the Bible with these interested people," Peden reported. "Charles H. A. Johnson of the National Bureau of Investigation said he had been listening to the broadcasts for two years. He said he invites his neighbors into his home each Sunday, and they sit quietly with their Bibles and study the lessons with the speaker."

Mr. Johnson became a Christian during Peden's stop-over and has since completed a Bible correspondence course, according to Elvis H. Huffard, a missionary in Freetown, Sierra Leone.

"Another outstanding gentleman I met was G. Adolphus During, a student at the University of Liberia in Monrovia," Peden said. "After discussing the possibility of preaching the Gospel in Monrovia and the opportunities of reaching his people, he assured me he would be willing to help establish the church there in every way possible."

"We feel that the broadcast is a stepping-stone... the Herald of Truth has opened a door for someone to enter with the Gospel of Christ. The opportunity is ours," he said.

Foreign Herald of Truth broadcasts provide a much-needed voice of assistance for the workers in the field, according to V. B. Guleng of Midsayap, Cotabato, Philippines. Listening audiences to the Philippine broadcasts are growing rapidly, and expansion to more stations for greater saturation of the area is of primary importance to his work, Guleng said.

Unexpected outreach of broadcasts in Scotland is aiding evangelistic work in Ireland, according to C. E. Eckman of Belfast, North Ireland. "Herald of Truth comes in loud and strong in Belfast via Radio Scotland. I can even pick it up on a little Japanese transistor that fits into my shirt pocket," Eckman said.

PROGRAM RECEPTION

Broadcast time will affect audience size, but it will not limit effectiveness with individual listeners. C. J. Kirkpatrick, minister of the Aberdeen, Maryland, Church of Christ reports, "I recently baptized a man and his wife who had been watching the Herald of Truth television program over a Baltimore station at two o'clock in the morning. They enrolled in a correspondence course and after a couple of personal visits they asked to be baptized. Response to a broadcast at this unusual hour surprised me."

A Baltimore program also made possible this report from Wesley R. Brown, minister of the Turner Road Church of Christ in Atlanta, Georgia: "This is a most happy day for me... to tell you that this congregation has agreed to support the Herald of Truth programs. This makes me happy because it was through this program that I obeyed the Word of God. Thirteen years ago in Baltimore, Maryland, I obeyed the Gospel. I have always wanted to help the Herald of Truth. Now that chance has come."

Sudden decisions for Christian commitment are unusual. Passage of time and thorough study of the Scriptures are the norm. An 83-year-old man in Deer Lodge, Montana, listened regularly to the radio program. A year ago he studied with B. T. Watson, minister of the Deer Lodge church, but then he moved away. After hearing a message on "Can One Be A Christian Outside the Church?" the man had his daughter bring him 150 miles to Deer Lodge for baptism.

Mrs. Faith Parke of La Mirada, California, listened to the Herald of Truth broadcast for several months. She first heard the program while traveling in Texas. Upon returning home she sought the broadcast time and started listening. "Mrs. Parke called me last week, and after a short discussion she asked to be baptized into Christ," reports L. D. Webb of the Central Church of Christ in Anaheim.

Results come only through exposure. In a day when general acceptance of religious programming is low, presentation excellence is fundamental. Broadcast executives must feel as George W. Boucher, general manager of KBLE, Seattle, Washington, for our efforts to succeed: "We certainly appreciate the production quality of the program and the work that is put into it. Our 'sound' can only be as good as the programs which are sent to us to air. Keep up the good work!"

EDUCATORS' REQUESTS

Listing of Herald of Truth television films in the 1966 edition of the Educator's Guide to Free Films has brought film reservation requests and inquiries from more than 50 public schools, colleges, church schools and churches located throughout the United States.

More than 100 episodes have been scheduled for showing in the coming months by school teachers and ministers who subscribe to the annual catalogue, and additional film requests are being received daily.

Films that are being offered for schoolroom viewing include only black and white series at the present time because of the demand for color programs by television stations.

Comments received with film reservations indicated high interest in biblically-based programs on contemporary living. A large number of those asking for films asked for several films scheduled throughout the year. The Salvation Army Men's Social Service Center in Oklahoma City, Oklahoma, requested establishment of a weekly film program for their center.

Groups replying to the film offer included several Protestant denominations as well as the Catholic faith.

Producers of the Herald of Truth programs have maintained for many years a policy of providing television films and radio tapes free to any group that would use them for local telecasts or broadcasts or for congregational or classroom programs. This policy is being continued on an expanded basis, and additional requests will be scheduled promptly.

Free-loan films have proven their effectiveness — even films loaned for church worship services. J. Willard Morrow of the Fostepco Heights Church of Christ wrote recently, "Thank you again for allowing us to use the excellent films from your TV library. Since showing your great pictures, we have had two baptisms."

A piece of film is practically worthless; it is what goes on the film and how it is used that gives it value.

OPERATION MILITARY

Herald of Truth programs are being auditioned for possible weekly broadcasts over the Armed Forces Radio Network. One program has already been aired through the facilities of the globe-circling 253 outlets. The network-supervising Board of Chaplains is now considering the Herald of Truth program for sustained broadcasting by the network, according to L. A. Pipkin, Herald of Truth staff representative in Los Angeles.

Meeting Today's Crises: The Role of Radio In Religion

Contemporary world conditions have been so well documented that one would almost conclude that no further discussion about "today's crises" is needed. Yet documentation cannot be equated with understanding and defeat of the problems.

We live in a day where life is cheap, in a day of indirection and confusion about life's meaning. Today we must face the realities of little peace, less love, fractured brotherhood and diminishing freedom.

There has never been a time when the beatitudes of Christ spoke more directly to man's weaknesses. The "poor in spirit" contradict arrogance and humanism so rampant in our time. "Those that mourn" provide an alternative to the frivolous superficiality and worship of pleasure seen in too many. "The meek" oppose all that is barbaric and exploitive in modern man. "They that hunger and thirst after righteousness" beautifully picture the opposite of lust and greed so nakedly displayed today.

"The merciful" refuse to unleash vengeance on the "deprived" and are not infected by pious indifference. "The pure in heart" sparkle like the untainted spring in the midst of a sea of pornography and moral relativism. "Peacemakers" do not commit themselves to power or force as solutions to world hatreds.

When bitterness and resentment apparently are swallowing most modern men with any kind of personal burden, the example of those that willingly suffer persecution for the righteous causes speaks loudly.

If Christians are the "salt of the earth," "the light of the world" and "the leaven in the lump," then we must know the real nature of today's crises and we must involve ourselves in solutions of them by God's Word and with God's power.



In the midst of this Biblical imperative and with "crises" surrounding him, the Christian can thank God for a day of overwhelming technological advance which has produced the modern marvel of mass communication.

"The communications revolution has paralleled scientific and technological revolution in agriculture and industry which has so greatly lessened the work load and increased the leisure time of the average individual in Western society," Everett C. Parker wrote recently. A famous radio preacher said last year, "More and more the world is becoming one. It is tied together with lines of communication. Everywhere man lives he is really part of a vast auditorium, a gigantic open-air theater, a vast picture gallery."

Out of the countless hours of thought and research behind space exploration, have also come more and better methods for communication, for transmitting ideas — ideas that can lead man to or away from God.

Last year "Mariner IV" made her historic trip to Mars. Of this event James T. Johns wrote, "If radio beams and television pictures can be sent and received across 135 million miles so accurately and clearly that a scientist can read the exact elemental breakdown of another planet's atmosphere, then the time of daily, worldwide, live broadcasting of programs of all types, in all languages, is upon us.

Did you hear those last words? "...the time of daily, worldwide, live broadcasting...in all languages, is upon us." With modern technical advances, the preaching of Christ to all men can occur any time we are willing for it to happen!

Our world challenge yesterday was understood only in terms of manpower. The more foreign missionaries we sent, the more we fulfilled the Great Commission. Certainly the need for personal teaching and contact continues and, if anything, is intensified by radio and television evangelism. But the fact remains (in the words of Paul

Stevens), "More missionaries is not the full answer to the winning of this world. The answer lies in space, in the transistor, the transmitter — so that the stars themselves can sing together — and fight together — against the modern siseraras of atheism, materialism and spiritual ignorance."

The Roman Catholic Church sees radio's role in meeting today's crises so clearly that in July of this year a 17-million-dollar installation went into use in the Philippines. "It will be heard in 17 languages — as far South as Australia, to the North as far as Korea and Alaska and to the West through all the countries of Asia as far as the Middle East," reported *America* magazine.

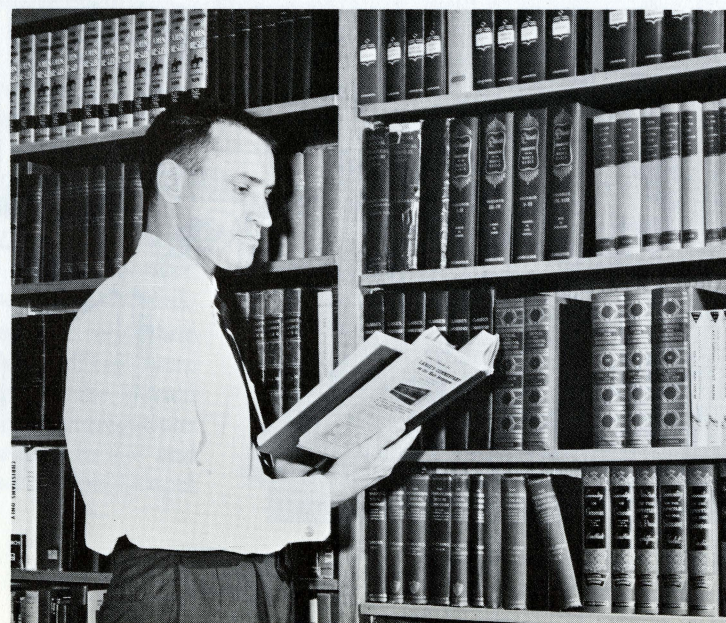
The opportunity provided by radio and television is not the last step. The story is told that when the last work was being completed on the telephone line between Maine and Texas, Walt Whitman asked one of the workmen, "But what if the people of Maine have nothing to say to the people of Texas?"

That is our question today regarding Herald of Truth programs and other mass media efforts. Communication is a two-way street. Today more money is being spent on radio and television evangelism than at any previous time. I am convinced that the most economical communication of Christ to the most people occurs through these media. But

what if the alleged listeners do not respond? During the recent weeks Herald of Truth mail has, on some days, exceeded 600 pieces.

Hundreds respond, but millions are in our audiences. This understanding of communication prompts more careful preparation of radio and television lessons. This concept of our task caused the Highland elders to decide that one man should give full time to the radio ministry and another should give all possible time to television work.

God has a word for this age. He has a message for today's crises. Whether we look to the beatitudes as correctives of many modern, but false, attitudes or whether we look to the New Testament Epistles for a full understanding of the nature of the Christian life, the Christ of the Gospels stands as God's final answer for our confused age! I believe with all my heart that New Testament Christianity is not primitivism; that it is not identical with nineteenth-century attitudes; but that it can be effectively communicated with all its validity and meaning to modern man. I frankly confess that I have not accomplished this task in my own personal efforts. But I stand committed to that task and believe that with increased understanding of God's Word and heightened awareness of contemporary realities, our Herald of Truth radio messages can assume a major role in meeting today's crises.



Extensive research is a vital factor in message preparation, radio speaker Chalk says. Relevance is the key to effectiveness.

FOCUS ON EXPANSION:

3rd Annual Television & Radio Workshop

Three hundred special workers from throughout the nation gathered August 17-18 in Abilene, Texas, for the third annual Herald of Truth Television and Radio Workshop.

Greater utilization of the opportunities for evangelism offered by the mass communications media earmarked the two-day discussions of the key supporters of Herald of Truth efforts.

1966 closes the fifteenth year of broadcasting for the Herald of Truth programs, and the workshop centered its attention on analysis of the past and on reaffirming sweeping goals for the future.

World saturation with the Gospel of Jesus Christ will climax a seven-phase plan outlined at the Herald of Truth Workshop in 1965 by the producers of the program, the Highland Church of Christ in Abilene.

"This saturation plan remains a necessity if we are to carry out the Great Commission in our generation," stated W. F. Cawyer, an elder of the Highland church and administrator for Herald of Truth programs. "Our growth must continue to be planned to reach the largest possible audience in the shortest possible time over the greatest geographic area.

"If we are to be successful, a depth study of the possible utilization of radio and television facilities around the world must be made," Cawyer said.

"This includes scheduling broadcasts to the 900 million English-speaking people of the world," he said in his welcoming address, "but more and more programs must be broadcast to those who do not speak English if we are to effect the charge of the Great Commission."

Plans are now in the offing to broadcast the Herald of Truth programs in Portuguese, German, French, Swedish,

Russian and, it is hoped, in Oriental languages. Spanish-language broadcasts were initiated early in 1966.

Television speaker Batsell Barrett Baxter struck the key theme of the workshop when he said, "Actually, the ministry of Christ must be universal. It must involve all places. It must involve all times. It must involve all Christian people.

"The church is not something to which people go; it is something they are in. It is a group of people who have been called out of the world by Christ, to live a certain kind of life and to do important works for their fellowman and to the glory of God," Baxter said.

Opportunity for expansion of Herald of Truth programs is far greater today than at any other time in the history of the program, according to the Highland elders. More people are requesting information, more contacts are being made, more stations are offering their facilities and more Christian impact is being made through the programs than ever before.

Emphasizing the challenge of the opportunities, the elders described the use of the mass communications media of radio and television as the only way to reach many millions of persons who are not being taught by the present evangelistic programs of the church.

Foreign radio was outlined as a vast field of opportunity by Dayton Keesee of Enugu, Nigeria, who made an analogy between a statement of Jesus concerning the Holy Spirit and the radio evangelism possibilities in Nigeria.

"Jesus said, 'The wind bloweth where it will, and thou hearest the voice thereof, but knowest not whence it cometh, and whither it goeth; so is everyone that is born of the Spirit.' Radio evangelism works that way. In many villages throughout Nigeria's land of 55 million people, there are multiple tribes hearing the Gospel over their transistor radios who will never see the station from 'whence it cometh.' And because of a new, more powerful transmitter recently installed to boost the station's power, no one at present is sure 'whither it goeth,'" Keesee said.

The 300 special workers who attended the workshop are church leaders from across the country. They were introduced to the work and expansion plans for the Herald of Truth programs in detail and will inform congregations throughout the nation on how they will be able to use and assist Herald of Truth programs in spreading the Gospel in their area and around the world.

"Broadcasting: A Voice for Morality" Mutual Spotlights Herald of Truth

Mutual Broadcasting System spotlighted the Herald of Truth programs Sunday, September 11, in a special 50-minute documentary program titled "Broadcasting: A Voice for Morality."

Content of the news feature included excerpts from speeches made at the recent Herald of Truth Television and Radio Workshop held August 17-18 in Abilene, Texas. The role of radio as a force against moral erosion was incisively examined in the behind-the-scenes program.

Time for the broadcast was provided jointly by the Mutual Network as a public service effort and by the Highland Church of Christ of Abilene, producers of the Herald of Truth, who preempted the regular religious broadcast for the special program.

Effectiveness of the Herald of Truth programs and the future of religious broadcasting were discussed by television speaker Batsell Barrett Baxter of Nashville, Tennessee; radio evangelist John Allen Chalk of Abilene; Landon Saunders of Corning, Arkansas; Dayton Keesee of Enugu, Nigeria; and others.

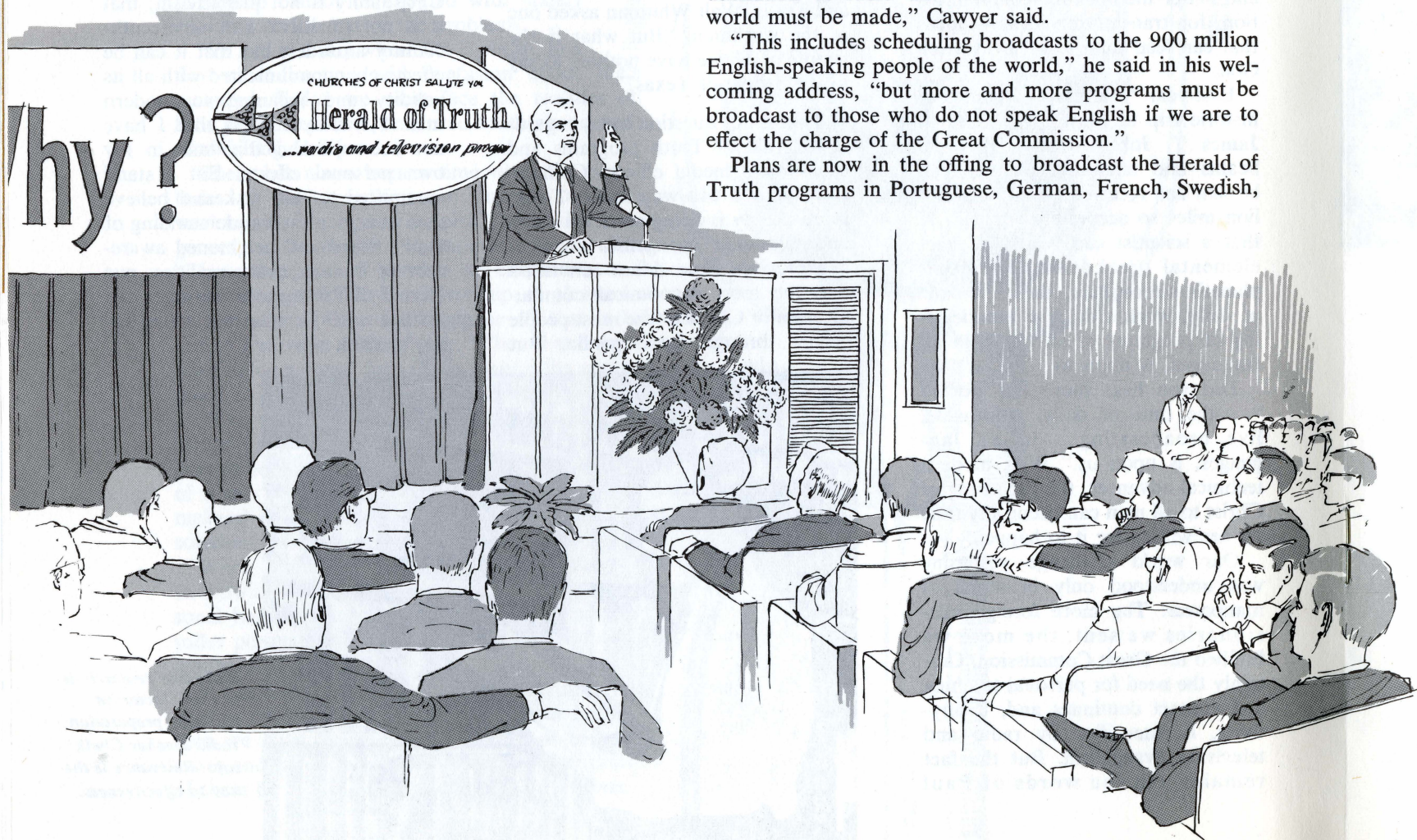
Mutual's program was a signal recognition of the efforts through the Herald of Truth programs to create a widespread religious impact by the use of radio and television communication.

"The impact of Herald of Truth and its producers' desire to make the program a vital force in improving our nation's moral climate are obvious," said Harold M. Wagner, Director of Religious Programming for the Mutual Network. "This was a strong factor in our decision to participate in this special broadcast based on the 1966 Herald of Truth Workshop. Mutual feels very strongly the responsibility of taking a lead in programming that is beneficial to the common good of mankind.

"Mass communication wields the strongest influence in our nation today," Wagner said. "For this reason, we feel this program is vital."

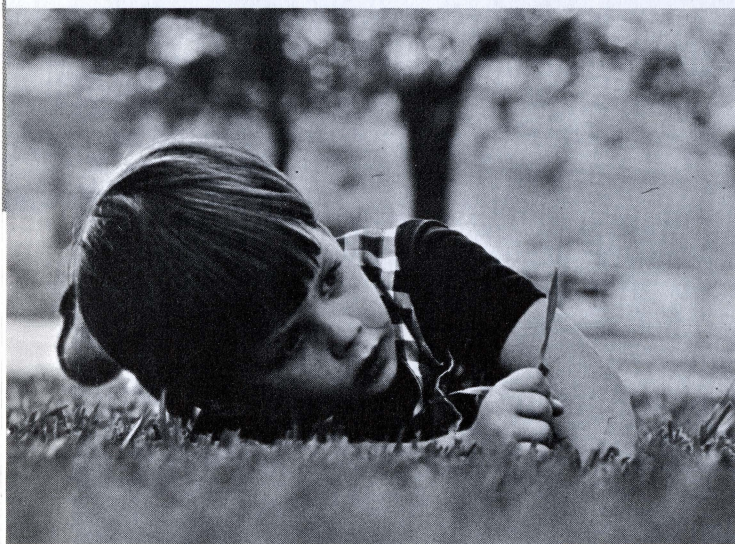
Mutual Broadcasting encouraged every station in their network to "clear" time for the special broadcast.

"Emphasis must be given to the national need for a return to moral values that will strengthen the character of our country," Wagner said.





Why is the sky blue
and the grass green?
Why do people get
old? . . . But really,
life is a question of
"Why?"



Why?

"Why?" determines life's values . . . it defines the meaning of events and effects which form the pattern of our lives. So it is reasonable and right that you ask WHY when your support is sought for a cause. Find out. When you know the cause is worthy and the need justified, you should have no reservations about your commitment and assistance.

Some Christians have asked the question in regard to the challenge of the Great Commission; and in finding the answers, they have created an evangelistic outreach — the Herald of Truth Television and Radio Programs — that has reached into the homes of millions and into the hearts of thousands with the Gospel of Jesus Christ.

Why should you help? Because every person has the same right to hear Christ's message of redemption. If men are to be reached, the Gospel must be preached. The problem then becomes a simple one of communication.

But the world is not waiting for us, and time is not on our side.

Why should you help? Because the destiny of not only billions of souls but also yours and mine are involved in our response to the violence, turmoil, bloodshed, despair, confusion, hopelessness, loneliness and anxiety of lost souls groping their way from day to day, desperately needing truth and purpose in their lives.

Why should you help? Because we cannot simply shake our heads and wring our hands. We must be equal to the times in which we live; we must pool our every resource in one power. From pulpit, classroom, door to door, from printed page and from radio and television — from every media must the message go forth.

Why should you help? Because we have the tools at hand, but lack the funds to use them to best advantage.

Radio carries the Herald of Truth directly to the people, all people. Americans own 242 million radio sets. That's more than the entire population! There are radios in more



than 60 million automobiles. Radio is everywhere.

Why should you help? Because television offers opportunity to enter an astronomical number of homes where Christians might never gain entrance. There are more TV sets than telephones in America!

Why should you help? Because the Herald of Truth reaches into the hearts of people, stirs them into action. More than 750,000 cards and letters have been received. Over 15½ million copies of radio and television messages have been distributed throughout the world. The communications industry thinks so highly of this program that 77 TV stations bring it to their huge audiences without charge — a contribution worth \$756,932 in television time for 1966 alone.

Why should you help? Because television industry officials have indicated that 60 additional stations will be willing to carry the program free this year if film prints are available.

Why should you help? Because there must be a constant supply of quality film prints to meet the needs of these stations who will carry the program on a sustaining basis.

We face the danger today of losing the opportunity to carry the Word of Christ to unprecedented numbers of people. We face the danger of the defeat of our very reason for existence.

Why should you help? Because 1100 radio stations are ready to add the Herald of Truth to their programming in communities where the program is not being seen or heard . . . and 128 foreign stations are ready to carry the program.

Why should you help? The answer is simple: We now have barely half the funds needed to take advantage of these existing opportunities to spread the Gospel of Christ. We have reached a major threshold. The opportunity is enormous. We need your help.

Commitment to Serve

Because of belief in the New Testament concept of congregational autonomy and the lack of multi-church organization, churches of Christ face unique problems in the progress of massive coordinated efforts such as the Herald of Truth television and radio evangelistic programs. Cooperation and enthusiasm of many churches and interested persons for the programs are vital.

Thousands of Christians and hundreds of congregations will commit themselves to support the international pro-

grams, which will operate this year on a budget exceeding \$1 million. The more than 200 special workers listed below have accepted the challenge to present the Herald of Truth story to churches and individuals across the continent and to encourage support for the programs. Continued expansion of the Herald of Truth programs will be, in effect, underwritten by the work of these men. They receive no pay. Their reward will be the advancement of Christianity through the programs.

KEY WORKERS

ALABAMA

C. W. Bailey... Athens
David Branscome... Tusculumbia
Robert L. Butler... Huntsville
Bob Clardy... Hartselle
J. E. Edmond... Florence
James D. Howell... Haleyville
W. Edwin Kearley... Florence
Kyle McWhorter... Moulton
Charles Marshall... Athens
Bob Plunket... Tusculumbia
Lamar Plunket... Sheffield

ARIZONA

Harry Larson... Winslow
Howard Mahle... Prescott
W. D. Hunt, Jr.... Phoenix

ARKANSAS

Doug Kostowski... Paragould
Charles Pledge... West Memphis
Landon Saunders... Corning
Lawrence (Bud) Stumbaugh... Jonesboro
Randall Caselman... Fayetteville

CALIFORNIA

L. Clayton Bussard... Salinas
Glen L. Clagg... Bradbury
Edward H. Carey... Fresno
Llewellyn Drake... Fresno
James Roy Garner... Huntington Park
Paul E. Harper... Hacienda Heights
Warren S. Jones... Gardena
Freeman T. King... Dinuba
Ron Stephenson... Barstow
James King... Dinuba

COLORADO

Bob E. Wille... Pueblo

CONNECTICUT

David S. Sturrock... Stevenson

FLORIDA

Harold E. Jones... St. Petersburg
Gentry M. Stults... Orlando
Gordon L. Telfeteller... Tallahassee
Robert W. Wagner... Tallahassee
George E. Darling... Jacksonville

GEORGIA

Bill Carpenter... Fort Oglethorpe
J. V. Copeland, Jr.... Atlanta
Pascal Hicks... East Point
Bill Wilkinson... Dalton
Arnold Frost... Valdosta
Sam Hartline... Albany
John Mills... Alma
William H. Roger... Trion

IDAHO

John Clark... Coeur d'Alene
Clyde V. Moore... Albion

ILLINOIS

John D. Coleman... Mundelein
Bob Redford... Westmont
Billy Ringold... Danville
Gene Robinson... Brookfield
Oliver E. Rogers... West Chicago

INDIANA

Lowell Barr... Bedford
David O. Comer... Indianapolis
Jim Ford... Bloomington
W. Paul Gaylan... Indianapolis

Bert Hart... Evansville
Gil S. Holt... Bloomington
Ronald R. McIndoo... Evansville
Dale Smith... Goshen
Daniel C. Strong... Indianapolis
Willard Tucker... Evansville

KANSAS

Jimmy McDermott... Augusta
Preston Parham... Wichita
Virgil G. Rhoades... Wichita
Curtis K. Ward... Wichita
Ed Wolven... Ulysses
Jess Willis... Sabetha

KENTUCKY

H. A. Fincher... Elizabethtown
Flavi H. Nichols... Mayfield

LOUISIANA

Wyatt L. Kirk... Bossier City

MASSACHUSETTS

John R. Davis... Roxbury

MICHIGAN

Earl Arnold... Detroit
James Doughty... Dearborn Heights
Jerry Rushford... Detroit
Clifford J. Tucker... Detroit
I. E. Wilkerson... Grandville

MISSISSIPPI

Don Fox... Tupelo
Weldon Hatcher... Hattiesburg
W. A. Nichols... Mante
Jesse C. Perkins... Caledonia
Jerry I. Steele... West Point

MISSOURI

John L. Edwards... Glendale
James Jarrett... West Plains
John Thiesen... St. Joseph

MONTANA

Richard Dacus... Sidney
Jesse P. Wade... Billings

NEBRASKA

Don Alexander... Hastings
E. G. Carter... Hastings

NEW MEXICO

Ross Blasingame... Deming
Bob Cheatham... Albuquerque
Adrian Cole... Truth or Consequences
James Garrison... Grants
Bryan Howell... Alameda
John Miller... Albuquerque
Loui Sesma... Albuquerque
Henry C. Simmons... Alamogordo
Jack Pape... Artesia
Ken Burks... Capitan
Jack McCall... Roswell
C. W. Zenor... Roswell

NEW YORK

Bob Scott... Albany

NORTH CAROLINA

Talmadge and R. Solomon... Goldsboro

OHIO

Darrell Adams... Columbus
J. Edward Alexander... North Canton
Robert D. Eddy... Columbus
Lewis P. Hussell... Belpre

OKLAHOMA

Walter C. Billingsley... Tulsa
Frank Easom... Ft. Gibson
Larry Gaskin... Wagoner
Lewis G. Hale... Oklahoma City
Ralph Hartman... Sayre
Eugene Henderson... Tulsa
Jack Hendry... Enid
E. N. Martin... Broken Arrow
W. C. Miller... Bartlesville
Ronald Milton... Tulsa
Sidney G. Roper... Bartlesville
T. N. Tibbles... Muskogee
Wally Wilkerson... Muskogee
Don Wood... Hydro

OREGON

Richard Ady... Portland
W. H. Burcham... Albany
R. Heston Havens... Portland
Rosse V. Long... Eugene
Charles Melville... Coquille
Dick Dalzell... Ontario

TENNESSEE

Batsell Barrett Baxter... Nashville
J. N. Charlton... Antioch
Billy P. Maloney... Memphis
Aaron E. Davis... Memphis
Ben L. Enochs... Lexington
Dwyatt Gantt... Germantown
Frank Gower... Nashville
Dan Harless... Nashville
Phillip M. Hefley... Trenton
William F. Helm... Jasper
Ed Hodge... Nashville
James E. Holder... Jasper
E. H. Ijams... Memphis
Oscar Kizer... Goodlettsville
Kelly Morton... Nashville
Eugene Peden... Nashville
Cecil Richardson... Nashville
Robert G. Shelton... Selmer
Bob Sullins... Memphis
Jerry R. Sullins... Chattanooga
Charles Thomason... Lexington
E. L. Whitaker... Memphis
J. E. Williams... Obion
Thomas Williams... Lexington
Nokomis Yeldell... Memphis
Charles McDonald... Clarksville

TEXAS

Jack Amyett... Hurst
Emmett Baker... Marshall
Bill Banowsky... Lubbock
R. H. Beauchamp... Hamilton
Robert H. Brooks... Houston
Alvis A. Bryan... Duncanville
Bill Bryant... Crosbyton
Houston Burcham... Dallas
John Calver, Jr.... San Benito
Dee. K. Carter... Odessa
E. R. Carver... Amarillo
Jay Channel... Grand Prairie
Don Clayton... Dallas
W. A. Covey... Abilene
Cecil Cox... Bronte
T. B. Crews... El Paso
James G. Cruce... Kress
B. R. Darnell... Hallsville

Dick Daughtry... Waco
Neil Davidson... Abilene
David W. Echols... Cameron
John Ferguson... Denton
T. J. Finley... Haskell
L. E. Gene Fooks... Hereford
Don Frasier... Marshall
David V. Fultz... Coleman
Joe Glenn... San Angelo
Claude Guild... Vernon
John Hall, Jr.... Portland
W. J. Hamby... Beaumont
Jim Hartt... Marshall
Ronald Hill... Houston
Stephen Hillier... Irving
Alvin Jennings... Fort Worth
Willis G. Jernigan III... Lytle
Dayton Keesee... Lubbock
Darrel Knot... Rosebud
Cecil Lanning... Brownfield
Jerry C. Lawlis... Sherman
Henry McBroom... Brady
B. C. McCarley... Conroe
W. H. McDowell... Coleman
Joe McKissick... Dallas
Billy P. Maloney... Marshall
A. H. Maner... San Antonio
Abe Martin... Lufkin
Hugh Minor... Carrollton
Morgan L. Munday... Fort Worth
Clifton Newton... Abilene
M. R. Phillips... Pharr
Dayl K. Pittman... Fort Worth
Earl Porterfield... Waco
Clarence A. Price
Glenn F. Reagan... Hale Center
Jimmie W. Roden... Santa Anna
Lem O. Rogers... Beaumont
Wayne Scott... Houston
Paul S. Settles... Houston
John Shero... Abilene
Don Smothers... Dallas
Johnny Stovall... Hamlin
Joe Talbot... Lake Jackson
Clifton Thomas... Kress
James N. Webb... Marshall
John C. Whitley... Houston
Cecil Williams... Plains
J. R. Willingham... Abilene
Charles Yarbrough... Waco
Flavi Yeakley, Sr.... Springtown
Lovett Johnson... Dallas
Stuart Love... Eastland
Gary Beauchamp... Ranger
Ray Billings... Devine
Herb Smith... San Antonio
Blanton Brown... Hillsboro
Ronnie Hitchcock... Temple
Vendell Morris... Lufkin
Leonard Mullens... Dallas
Ken Sisco... Vidor

WASHINGTON

W. J. Fewkes... Ellensburg
Silas Shotwell... Wenatchee

WEST VIRGINIA

Ted Norton... Wheeling

WISCONSIN

Bob Fuller... Madison

"For Want of a Nail"

By William S. Banowsky

**Excerpted from the Lubbock, Texas, evangelist's ten-minute film in behalf of Herald of Truth programs. The 16 mm sound film is available at no charge for group and congregational showings upon request from Highland Church of Christ, Box 2439, Abilene, Texas 79604.*

What can we do to preach Christ to the world? How can we possibly go into every nation now? What can God's people do to accelerate, to accentuate the growth of the Kingdom?

We can attempt to harness the mass communications — radio and television — to present God's Word to the largest number of souls! The Herald of Truth radio and television programs are used in a valiant effort to reach these people. Thousands of individuals and hundreds of congregations have given freely that this dream might be realized.

Now, the act of faith has come of age. The greatest opportunity to be given the Lord's people has just been thrust in our hands. In the past few weeks 28 new television stations have added the program free — and 22 of these stations have demanded color films. But all of these opportunities cannot continue to be met unless we have a continuing supply of new color films each week and sufficient film prints to meet the requirements of these stations. It is imperative that this challenge be met. God has opened up a great door of opportunity that we must now have the faith to enter. Nine thousand eight hundred thirty-five dollars is needed to pay for each film episode... about one fourth of the cost of films made by other religious programs. Film prints to release to stations cost \$112 each.

What is it worth for the message of salvation to go into the homes of a metropolitan city like Chicago or New York or Los Angeles? Will we be able to penetrate those communities and those homes with the Gospel in any other

way if this medium is not used to the fullest? The opportunity has been granted us, and we do not know how much time we have. We must act swiftly, with decisiveness.

The exciting opportunities we have faced are really only a prelude of what the future holds. Sterling Movies, the nation's largest public service film distributing company, has stated, "It is our judgment that the next six months offer a unique opportunity to place Herald of Truth in color in major markets. The timing for your turn to color is most opportune. You actually have the jump on most other religious programs. If you can continue to supply the necessary film episodes and print copies of these programs, the possibility of more than 200 television stations carrying the Herald of Truth series is well within reach in the next twelve months. The availability of films is the major problem now."

"IF"! This is the pivotal word. It can be done! It must be done! The "IF" is up to you.

It's just as simple as Benjamin Franklin said: "For want of a nail the shoe was lost; for want of a shoe the horse was lost; for want of a horse the rider was lost; for the want of a rider the battle was lost; for the want of a battle the kingdom was lost — and all for the want of a horseshoe nail."

I'm suggesting that for the lack of films the stations will be lost, for the lack of stations the message will be lost and for the lack of the message souls will be lost. With the loss of the soul — all is lost.



COLOR

New Stations Create Color Film Shortage

Response to the new full-color Herald of Truth television programs can be described only as "demand." In the few months that the new color episodes have been available, more than forty stations have added the Herald of Truth television series because of its availability in color and superiority in content over many other religious programs.

Stations beginning Herald of Truth colorcasts in recent weeks include

WNYS-TV, Syracuse, New York

WSIX-TV, Nashville, Tennessee

KMID-TV, Midland, Texas

WKBD-TV, Detroit, Michigan

WICS-TV, Springfield, Illinois

WCHU-TV, Champaign-Urbana, Illinois*

WICD-TV, Danville, Illinois*

KVKM-TV, Monahans, Texas

WAKR-TV, Akron, Ohio

WAGA-TV, Atlanta, Georgia

WALA-TV, Mobile, Alabama

*Satellite stations

KSWS-TV, Roswell, New Mexico

WEAR-TV, Pensacola, Florida

WITA-TV, San Juan, Puerto Rico

WEAU-TV, Eau Claire, Wisconsin

WKJG-TV, Fort Wayne, Indiana

KVOO-TV, Tulsa, Oklahoma

KARK-TV, Little Rock, Arkansas

KWTX-TV, Waco, Texas

KPLR-TV, St. Louis, Missouri

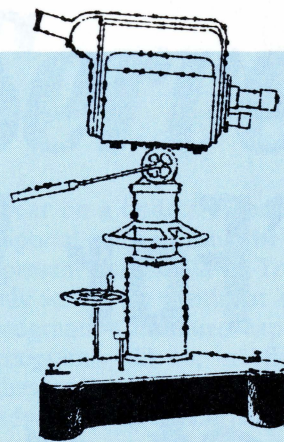
KTAR-TV, Phoenix, Arizona

Requests for the new series are coming at an unprecedented rate for the producers. "One primary problem today is to furnish the needed films for the stations," said W. F. Cawyer, an elder of the Highland Church of Christ in Abilene, Texas, and chairman of Highland's Radio and Television Committee which is responsible for the daily affairs of the program.

"Cost of each episode totals \$9,835.09; so our funds for release prints to send to the stations are extremely limited," Cawyer said. "The demand makes film shipment from one station to another a critical phase of our work. Contributions are now being earnestly sought to provide additional prints. Release prints cost \$112.00, but the estimated audience for each film totals 935,406 persons. Average life for a print is three years."

Five prints are required to supply each station with films, since one must be in the mail going to the station, two being returned by the station, one at the station for telecasting and one that is a standby film.

Enthusiasm for the new full-color program is running high. WITA-TV in San Juan, Puerto Rico, originally requested a *daily* program, but the print supply was so limited that a weekly scheduling had to be arranged.



Chan.	City	Station	Time
ALABAMA			
6	Birmingham	WBRC	5:10 am
4	Dothan	WTVY	9:00 am
15	Florence	WOWL	8:30 am
10	Mobile	WALA	7:30 am
32	Montgomery	WKAB	1:00 pm
33	Tuscaloosa	WCFT	9:00 am
31	Huntsville	WAAY	8:00 am
ALASKA			
4	Sitka	KSA	4:30 pm
ARIZONA			
13	Tucson	KOLD	10:30 am
12	Phoenix	KTAR	6:00 am
13	Yuma	KBLU	7:30 am
ARKANSAS			
10	El Dorado	KTVE	8:00 am
5	Fort Smith	KFSA	10:30 am
8	Jonesboro	KAIT	2:30 pm
4	Little Rock	KARK	5:30 pm
CALIFORNIA			
29	Bakersfield	KBAK	7:30 am
12	Chico	KHSL	8:30 am
42	Concord	(Sat.) KCFT	7:00 pm
6	Eureka	KVIQ	10:00 am
47	Fresno	KJEO	2:00 pm
17	Modesto	KLOC	2:30 pm
7	Redding	KRCR	8:00 am
10	Sacramento	KXTV	8:30 am
10	San Diego	KOGO	8:30 am
12	Santa Maria	KCOY	11:30 am
COLORADO			
5	Grand Junction	KREX	10:00 am
10	Montrose	KREY	10:00 am
3	Sterling	KTVS	3:30 pm
CONNECTICUT			
18	Hartford	WHCT	2:00 pm
DISTRICT OF COLUMBIA			
14	Washington	WOOK	8:30 pm
FLORIDA			
11	Fort Myers	WINK	10:30 am
3	Pensacola	WEAR	12:00 pm
34	Fort Pierce	WTVX	11:30 pm
6	Tallahassee	WCTV	9:30 am
GEORGIA			
5	Atlanta	WAGA	10:00 am
6	Augusta	WJBF	6:00 am
IDAHO			
2	Boise	KBOI	11:30 am

Chan.	City	Station	Time
ILLINOIS			
33	Champaign-Urbana	WCHU	8:30 am
24	Danville	WICD	8:30 am
39	Rockford	WTVO	8:30 am
20	Springfield	WICS	8:30 am
INDIANA			
16	Elkhart	WSJV	9:30 am
33	Fort Wayne	WKJG	9:15 am
6	Indianapolis	WFBM	8:15 am
10	Terre Haute	WTHI	8:30 am
KANSAS			
13	Copeland	KUPK	8:00 am
6	Dodge City	KTVC	10:30 am
11	Garden City	KGLD	10:30 am
2	Great Bend	KCKT	10:30 am
3	Wichita	KARD	10:30 am
8	Oberlin-McCook	KOMC	10:30 am
KENTUCKY			
13	Bowling Green	WLTW	2:30 pm
6	Paducah	WPSD	9:30 am
LOUISIANA			
5	Alexandria	KALB	10:30 am
13	Lafayette	KATC	6:30 am
13	New Orleans	WVUE	11:00 am
MASSACHUSETTS			
38	Boston	WIHS	11:30 am
MICHIGAN			
5	Bay City-Flint-Saginaw	WNEM	9:30 am
50	Detroit	WKBD	12:30 pm
10	Jackson	WILX	11:00 am
MISSISSIPPI			
4	Columbus	WCBI	8:30 am
7	Hattiesburg	WDAM	11:00 am
9	Tupelo	WTWV	2:00 pm
MISSOURI			
12	Cape Girardeau	KFVS	8:30 am
13	Jefferson City	KRCG	2:00 pm
6	Sedalia	KMOS	2:00 pm
3	Springfield	KYTV	8:30 am
11	St. Louis	KPLR	9:00 am
MONTANA			
2	Billings	KOOK	9:00 am
12	Helena	KBLL	9:00 am
NEBRASKA			
8	Albion	KHQL	1:30 pm
6	Hayes Center	KHPL	1:30 pm
13	Kearney	KHOL	1:30 pm
2	North Platte	KNOP	12:30 pm
8	Oberlin-McCook	KOMC	10:30 am
10	Scotts Bluff	KSTF	3:30 pm

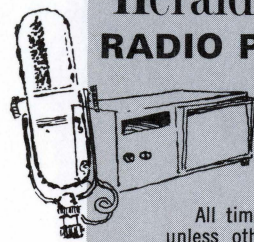
Herald of Truth TV Stations

CONSULT LOCAL TELEVISION LISTINGS FOR CHANGES IN TIME.

ALL TIMES ARE SUNDAY UNLESS OTHERWISE INDICATED.

Chan.	City	Station	Time
NEVADA			
2	Las Vegas	KORK	8:30 am
NEW MEXICO			
4	Albuquerque	KOAT	8:00 am
6	Carlsbad	KAVE	10:30 am
10	Roswell	KBIM	8:30 am
8	Roswell	KSWS	9:30 am
NEW YORK			
13	Albany	WAST	7:00 am
40	Binghamton	WINR	12:00 pm
7	Buffalo	WKBN	8:00 am
9	Syracuse	WNYS	9:30 am
2	Utica	WKTV	9:00 am
NORTH CAROLINA			
62	Ashville	WISE	7:00 pm
3	Charlotte	WCCB	1:00 pm
8	High Point	WGHP	7:30 am
12	New Bern	WNBE	10:00 am
6	Wilmington	WECT	10:30 am
NORTH DAKOTA			
5	Bismarck	KFYR	9:30 am
10	Minot	KMOT	9:30 am
8	Williston	KUMV	10:30 am
OHIO			
49	Akron	WAKR	9:00 am
6	Columbus	(Sat.) WTVN	7:00 am
OKLAHOMA			
5	Oklahoma City	KOCO	7:00 am
2	Tulsa	KVOO	8:00 am
OREGON			
11	Coos Bay	KCBY	10:00 am
13	Eugene	KVAL	10:00 am
5	Medford	KTVM	8:00 am
8	Portland	KGW	7:00 am
4	Roseburg	KPIC	10:00 am
PENNSYLVANIA			
28	Wilkes-Barre	WBRE	6:30 am
SOUTH CAROLINA			
2	Charleston	WUSN	12:00 pm
SOUTH DAKOTA			
5	Mitchell Falls	KORN	11:00 am
13	Sioux Falls	KSOO	8:00 am
TENNESSEE			
3	Chattanooga	WRCB	10:00 am
11	Johnson City	WJHL	11:00 am

Chan.	City	Station	Time
26	Knoxville	WTVK	2:00 pm
13	Memphis	WHBQ	9:30 am
4	Nashville	WSM	10:30 am
8	Nashville	WSIX	7:30 am
TEXAS			
12	Beaumont	KBMT	12:00 pm
6	Corpus Christi	KRIS	9:30 am
13	El Paso	KELP	10:30 am
11	Lubbock	KCBD	9:00 am
2	Midland	KMID	10:30 am
7	Odessa	KOSA	10:30 am
12	Sherman	KXII	5:00 pm
8	Fort Worth-Dallas	WFAA	7:00 am
2	Houston	KPRC	7:30 am
9	Monahans	KVKM	12:00 pm
10	Waco	KWTX	10:00 am
UTAH			
2	Salt Lake City	KUTV	10:00 am
VERMONT			
3	Burlington	WCAX	10:00 am
VIRGINIA			
13	Lynchburg	WLVA	3:00 pm
10	Portsmouth	WAVY	9:30 am
8	Richmond, Petersburg	WXEX	8:00 am
WASHINGTON			
25	Pasco	KNDU	10:30 am
WEST VIRGINIA			
6	Bluefield	WHIS	12:30 am
13	Huntington	WHTN	12:00 pm
WISCONSIN			
13	Eau Claire	WEAU	11:30 am
6	Milwaukee	WITI	11:30 am
WYOMING			
5	Cheyenne	KFBC	3:30 pm
FOREIGN			
9	Ponce, Puerto Rico	WSUR	2:30 pm
3	Barrie, Ont., Canada	CKVR	12:30 pm
5	Haliburton	CKVR	12:30 pm
8	Huntsville, Ont., Canada	CKVR	12:30 pm
11	Perry Sound, Ont., Canada	CKVR	12:30 pm
30	San Juan, Puerto Rico	WITA	4:30 pm
18	San Juan, Puerto Rico	WTSJ	4:00 pm
5	Swift Current, Sask., Canada	CJFB	3:30 pm
2	Port Arthur, Ont., Canada	CKPR	5:00 pm
	Thompson, Manitoba, Canada	CESM	6:00 pm



STATIONS CARRYING Herald of Truth RADIO PROGRAMS

CONSULT LOCAL
RADIO LISTINGS
FOR CHANGES
IN TIME.

All times are Sunday
unless otherwise indicated.

KC City Station Time

ALABAMA

1480	Abbeville	WARI	8:00 am
1390	Annisson	WHMA	8:30 pm
1080	Athens	WKAC	9:30 am
1150	Bay Minette	WYDE	12:30 pm
850	Birmingham	WYDE	8:30 pm
1370	Calera	WBYE	12:35 pm
990	Centre	WEIS	1:30 pm
800	Decatur	(Sat.) WHOS	9:30 am
1400	Demopolis	WXAL	4:35 pm
560	Dothan	WOOF	12:35 pm
1240	Florence	WOWL	9:30 am
1310	Foley	WHEP	1:00 pm
930	Gadsden	WJBY	9:30 am
1380	Greenville	WGYV	8:00 am
1270	Guntersville	WGSV	
1230	Haleyville	WJBB	4:35 pm
1500	Montgomery	WFMI	8:00 am
1530	Moulton	WLCB	7:30 am
1400	Opelika	WJHO	8:00 am
1280	Piedmont	WPID	12:00 (Noon)
1340	Sylacauga	WMLS	9:30 pm
1230	Talladega	WNUZ	1:05 pm
970	Troy	WTBF	4:35 pm
1280	Tuscaloosa	WNPT	8:30 pm

ALASKA

900	Fairbanks	KFRB	8:30 am
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ARIZONA

1260	Casa Grande	KPIN	9:00 am
600	Flagstaff	KCLS	8:05 am
930	Flagstaff	KAFF	10:30 am
1340	Miami	KIKO	4:00 pm
1490	Prescott	KYCA	8:05 am
970	Show Low	KVWM	9:00 am
1420	Sierra Vista	KHFF	8:30 am
1250	Wilcox	KHIL	2:00 pm
1230	Winslow	(Sat.) KINO	8:05 am
1400	Yuma	KVOY	9:00 am
1400	Yuma	KVOY	9:30 pm

ARKANSAS

1340	Batesville	KBTA	1:00 pm
1480	Berryville	KTHS	12:05 pm
910	Blytheville	KLCN	8:30 am
910	Camden	KAMD	4:35 pm
1230	Conway	KCON	5:35 pm
1260	Corning	KCCB	10:00 am
1360	Helena	KFFA	4:35 pm
1230	Jonesboro	KBTM	5:35 pm
920	Little Rock	KARK	5:30 pm
1460	Marianna	KZOT	4:00 pm
1560	Monette	KBIB	1:35 pm

CALIFORNIA

950	Auburn	KAHI	9:00 am
1230	Bakersfield	KGEE	10:00 am
1310	Barstow	KIOT	9:00 am
1050	Big Bear Lake	KTOT	7:05 am
1300	Brawley	KROP	8:35 am
1490	Calexico	KICO	9:00 am
1490	Brawley-Calexico-El Centro	KICO	8:30 pm
1060	Chico	KPAY	7:35 am
1010	Delano	KCHJ	9:00 am
105.5mc	Long Beach	KLFM	6:00 am
830	Los Angeles	KWAV	8:00 am
1010	Palm Springs	KPAL	8:00 am
1230	Paso Robles	KPRL	7:05 pm
1240	Ridgecrest	KLOA	8:00 am
98.5mc	Sacramento	KXRQ	6:00 am
1140	Sacramento	KRAK	8:30 pm
1470	Sacramento	KXOA	6:30 am
1350	San Bernardino	KCKC	9:30 pm
1100	San Francisco	KFAX	10:30 am
1150	Santa Rosa	KPLS	8:00 am
1370	Tulare	KGEN	12:30 pm
1390	Turlock	KCEY	8:30 pm
1490	Yreka	KSYC	8:30 pm

COLORADO

1450	Alamosa	KGW	9:30 am
1490	Boulder	KBOL	7:00 am
740	Cortez	KVFC	2:00 pm
1060	Longmont	KLMO	8:30 am
1230	Pueblo	KDZA	8:35 am
1340	Salida	KVRH	8:30 am
1240	Trinidad	(Sat.) KCRT	9:00 am

KC City Station Time

CONNECTICUT

1490	Torrington	WTOR	6:35 pm
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FLORIDA

1580	Ft. Lauderdale	WWIL	9:00 am
1580	Ft. Lauderdale	WWIL	9:30 pm
1330	Ft. Pierce	WARN	9:35 am
1390	Gainesville	WUWU	9:35 am
1320	Hollywood	WGMA	10:00 am
1320	Jacksonville	WZOK	9:00 am
1320	Jacksonville	WZOK	9:30 pm
1340	Marianna	WTYS	8:30 pm
1340	Marianna	WTYS	8:30 pm
1330	Milton	WEBS	6:45 am
1490	Milton	WSRA	8:30 am
1230	New Smyrna Beach	WSBB	6:35 pm
1290	Ocala	WTMC	6:35 pm
1270	Orlando	WHYI	7:05 am
1230	Quincy	WCNH	8:30 am
1220	Sarasota	WSAF	9:00 am
1450	Stuart	WSTU	5:35 pm
1270	Tallahassee	WTAL	9:00 am
620	Tampa-St. Petersburg	WSUN	7:30 am
1600	West Palm Beach	WHEW	9:00 am
1490	Winter Haven	WSIR	5:35 pm

GEORGIA

1250	Albany	WLYB	4:05 pm
1400	Alma	WCOS	1:00 pm
960	Athens	WREC	7:30 am
1260	Baxley	WHAB	8:30 am
1260	Blakely	WBBK	12:30 pm
1440	Bremen	WWCC	8:30 am
1220	Camilla	WCLB	8:00 am
1290	Canton	WCHK	7:30 am
1450	Cartersville	WBHF	6:35 pm
1340	Cedartown	WGAA	12:45 pm
1490	Cordele	WMJM	6:35 pm
1010	Decatur	WGUN	6:00 pm
1310	Douglas	WOKA	1:30 pm
1230	Dublin	WXLI	9:30 am
1400	Elberton	WSGC	8:30 am
1240	Fitzgerald	WBHB	6:35 pm
1580	Glennville	WKIG	7:30 am
1450	Griffin	WKUE	8:35 pm
990	Hinesville	WGML	1:30 pm
1470	Jesup	WLOP	1:30 pm
1240	La Grange	WLAG	8:15 am
1420	Louisville	WPEH	8:30 am
1350	Macon	WRPB	9:00 am
1410	McRae	WDAX	7:30 am
1410	Rome	WLAQ	12:30 pm
1450	Savannah	WBYG	6:35 pm
1590	Thomaston	WTGA	9:00 am
1590	Thomaston	WTGA	9:30 pm
570	Waycross	WACL	3:00 pm
1230	Waycross	WAYX	9:00 am
1310	Waynesboro	WBRO	9:00 am

HAWAII

1110	Hilo	(Fri.) KIPA	6:35 am
1270	Honolulu	KNDI	8:30 am

IDAHO

1230	Burley	KBAR	8:30 am
590	Idaho Falls	KID	8:00 am
970	Rupert	KAYT	9:00 am
1400	Sandpoint	KSPT	9:00 am

ILLINOIS

1160	Chicago	WJJD	10:00 am
1330	Chicago	WEAW-AM	1:30 pm
105.1	Chicago	WEAW-FM	10:30 pm
1570	Chicago	WBEE	1:30 pm
1360	Mt. Carmel	WVMC	8:30 am
1440	Quincy	WGEM	7:45 am
1450	Springfield	WCVS	8:30 pm
1460	Sterling	WIXN	12:30 pm

INDIANA

1470	Anderson	WHUT	9:00 am
1500	Indianapolis	WBRI	11:00 am
1590	Mount Vernon	WBEO	12:30 pm
990	Muncie	WERK	1:00 pm
1460	North Vernon	WOCH	8:30 am
1440	Portland	WPWG	8:30 pm
1500	Valparaiso	WAYK	8:05 am

IOWA

1490	Burlington	KBUR	9:30 pm
1340	Clinton	KROS	8:35 pm
1390	Des Moines	KSO	9:00 am
1490	Dubuque	WDBQ	8:30 pm
1470	Fairfield	KMCD	8:00 am
1400	Ft. Dodge	KVFD	8:05 am

KANSAS

690	Coffeyville	KGGF	10:30 am
1390	Concordia	KNCK	12:30 pm
1470	Liberal	KLIB	9:00 am
1530	Norton	KNBI	1:30 pm
1290	Pratt	KWNS	8:30 am
1250	Topeka	WREN	8:30 pm
89.1mc	Wichita University Station	KMUW	2:00 pm

KC City Station Time

KENTUCKY

1270	Columbia	(Sat.) WAIN	2:45 pm
1490	Frankfort	WFKY	6:35 pm
860	Henderson	WSOA	8:30 am
1480	Hopkinsville	WKOA	7:15 am
1300	Lexington	WBLG	9:30 pm
1310	Madisonville	WTTL	8:30 pm
1320	Mayfield	WNGO	7:30 am
1420	Owensboro	WVJS	8:00 am
1450	Paducah	WPAD	8:30 am
1340	Richmond	WEKY	1:00 pm
940	Shelbyville	WCND	7:30 pm

LOUISIANA

1300	Baton Rouge	WIBR	6:35 am
1450	Crowley	WSIG	5:35 pm
1600	Ferriday	KFNW	9:30 am
1370	Franklin	KFRA	8:30 am

107.1mc Hammond WTGI-FM 9:00 am

1320	Homer	KHAL	8:00 am
1400	Lake Charles	KAOK	8:00 am
1240	Minden	KASO	8:30 am
600	New Orleans	WWOM	9:00 am

MAINE

910	Bangor	WABI	9:30 pm
1450	Lincoln	WLKN	9:30 pm
1450	South Paris	WKTD	6:35 pm

MARYLAND

105.7	Baltimore	(Sat.) WCBC-FM	8:00 am
1240	Hagerstown	WJEJ	9:30 am
1590	Ocean City	WETT	6:35 pm

MASSACHUSETTS

1400	Fall River	WALE	6:35 pm
1340	Gardner	WGAW	6:35 pm

MICHIGAN

1600	Ann Arbor	WAAM	9:35 pm
1340	Bad Axe	WLEW	12:30 pm
1400	Battle Creek	WKFR	9:00 am
1400	Battle Creek	WKFR	9:30 pm
1400	Benton Harbor	WSJM	10:05 am
990	Clare	WCRM	8:00 am
680	Escanaba	WDBC	8:30 pm
1470	Flint	WKMF	9:00 am
1470	Flint	WKMF	9:30 pm
1340	Grand Rapids	WLAV	9:00 am
1340	Grand Rapids	WLAV	9:30 pm
1450	Holland	WHTC	8:35 pm
1350	Howell	WHMI	9:00 am
1510	Jackson	WJCO	9:00 am
1450	Ludington	WKLA	9:00 am
1450	Ludington	WKLA	9:30 pm
1320	Marquette	WDMJ	9:30 am
1540	Marshall	WMRR	9:00 am
1380	Port Huron	WTHH	9:30 pm

MINNESOTA

930	Aitkin	KKIN	7:35 am
1340	Eveleth	WEVE	9:05 pm
850	Minneapolis-St. Paul	KRSI	8:00 am
850	Minneapolis-St. Paul	KRSI	8:30 pm

MISSISSIPPI

1240	Aberdeen	(Sat.) WMPA	8:30 am
1400	Booneville	WBIP	12:30 pm
1580	Centerville	WLBS	8:00 am
1450	Clarksdale	WROX	5:35 pm
1330	Greenville	WJPR	5:35 pm
1400	Grenada	WNAG	7:30 am
1230	Hattiesburg	WHSY	8:00 am
620	Jackson	WJDX	8:30 pm
1450	Natchez	WNAT	2:00 pm
1260	Ripley	WCSA	8:00 am
1420	Vicksburg	WQBC	5:35 pm
1450	West Point	WRDB	12:35 pm

MISSOURI

960	Cape Girardeau	KFVS	7:30 am
1240	Flat River	KFMO	9:30 am
950	Jefferson City	KLIK	7:30 pm
1310	Joplin	KFSB	8:00 am
1310	Joplin	KFSB	8:30 pm
1380	Kansas City	KUDL	8:00 am
1340	Mexico	KXEO	9:05 am
1490	Rolla	KTTR	1:00 pm
1340	Salem	KSMO	12:45 pm
1260	Springfield	KTXR-FM	8:20 am
560	Springfield	KWTO	9:30 am
1380	St. Louis	KWK	7:30 am

MONTANA

580	Anaconda	KANA	8:05 am
1400	Deer Lodge	KDRG	4:00 pm
610	Havre	KOJM	7:30 am
910	Missoula	KYSS	9:05 am

NEBRASKA

1230	Hastings	KHAS	8:00 am
1490	Omaha	KBNS	9:00 am
1490	Omaha	KBNS	8:30 pm
960	Scottsbluff	KNEB	9:00 am
940	Valentine	KVSH	8:30 am

KC City Station Time

NEVADA

1240	Elko	KELK	9:00 am
920	Las Vegas	KRAM	8:30 am
920	Las Vegas	KRAM	9:30 pm
1340	Reno	KBET	8:30 pm

NEW HAMPSHIRE

1290	Keene	WKNE	11:35 am
1590	Nashua-Manchester	WSMN	9:00 am
1590	Nashua-Manchester	WSMN	9:30 pm

NEW JERSEY

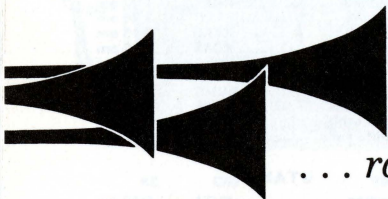
1490	Atlantic City	WLBD	8:00 pm
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NEW MEXICO

990	Artesia	KSVP	3:35 pm
99.9	Clovis	KTQM-FM	1:00 pm
1490	Los Alamos	KRSN	8:30 am
1490	Raton	KRTN	4:30 pm
1420	Santa Rosa	KSYX	9:00 am
1340	Taos	KKIT	8:00 am

NEW YORK

1340	Auburn	WMBO	6:35 pm
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Herald of Truth

... radio and television programs

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RECEPTION: HERALD OF TRUTH

Rapid progress paces media development and expansion.

EFFECTIVENESS: KEY TO EXPANSION

FOCUS ON EXPANSION:

3RD ANNUAL TELEVISION AND RADIO WORKSHOP

COMMITMENT TO SERVE

Special workers promote program support.

MEETING TODAY'S CRISES

John Allen Chalk discusses the role of radio in religion.

FOR WANT OF A NAIL

Program outreach demands commitment.

NEW TELEVISION STATIONS

The impact of color programming grows.

Persons desiring copies of all radio messages should request placement on the new radio mailing list. Cost for 52 programs (one year) is \$3.50. Quantity copies of each program are available at printing cost: 500 transcripts for \$35.00; 1,000: \$70.00. Television program copies are available at the same price.

Mr. Lemoine Lewis
Box 888, A. C. C. Station
Abilene, Texas

Herald of Truth

HIGHLAND
CHURCH OF CHRIST

BOX 2439
ABILENE, TEXAS 79604

*Here is my contribution so
that others may hear.*

\$1 will reach 417 persons.

\$10 will reach 4,170 persons.

\$100 will reach 41,700 persons.

Name _____

Address _____

City _____ State _____ Zip Code _____